IN THE CLAIMS

1. - 7.   (canceled)

8.   (currently amended) A   viewing   and   listening information computing method, comprising the steps of:

obtaining a reception log and a receiver ID of at least one broadcast receiver and recording the reception log and the receiver ID in a database;

recording program information concerning a broadcast program in the database; ~~and~~

reading the reception log, the receiver ID, and the program information from the database and computing viewing and listening information concerning viewing and listening,

wherein the viewing and listening information includes viewer preferences for each segment of a program, and

wherein a reception is recorded in the reception log of said at least one broadcast receiver only when said at least one broadcast receiver continuously receives a channel and/or a program for a predetermined period and a reception is not recorded in the reception log of said at least one broadcast receiver when said least one broadcast receiver does not continuously receive a channel and/or a program for at least the predetermined period.

9.   (previously presented)   The viewing and listening information computing method according to claim 8, wherein

the reception log includes one of a channel received by the broadcast receiver and program identification information and reception period information; and

the viewing and listening information computed includes an audience rating for one of a predetermined channel and a program.

10. (previously presented)   The   viewing   and   listening information computing method according to claim 8, wherein

the reception log includes one of a channel received by the broadcast receiver and program identification information and reception period information; and

the   viewing   and   listening   information   computed comprises a non-viewing and non-listening rating for one of a predetermined channel and a program.

11. (currently amended) A   viewing   and   listening information computing apparatus, comprising:

reception   state   management   means   for   obtaining   a reception   log   and   a   receiver   ID   of   at   least   one   broadcast receiver;

a   database   in   which   the   obtained   reception   log, receiver   ID,   and   program   information   concerning   a   broadcast program are recorded; ~~and~~

viewing and listening information management means for computing viewing and listening information which is information concerning viewing and listening based on the reception log, the receiver ID, and the program information read from the database,

wherein the viewing and listening information includes viewer preferences for each segment of a program, and

wherein a reception is recorded in the reception log of said at least one broadcast receiver only when said at least one broadcast receiver continuously receives a channel and/or a program for a predetermined period and a reception is not recorded in the reception log of said at least one broadcast receiver when said least one broadcast receiver does not continuously receive a channel and/or a program for at least the predetermined period.

12. (previously presented) The viewing and listening information computing apparatus according to claim 11, wherein:

the reception log includes one of a channel received by the broadcast receiver and program identification information and reception period information; and

the viewing and listening information computed includes an audience rating for one of a predetermined channel and a program.

13. (previously presented) The viewing and listening information computing apparatus according to claim 11, wherein:

the reception log includes one of a channel received by the broadcast receiver and program identification information and reception period information; and

the viewing and listening information computed includes a non-viewing and non-listening rating for one of a predetermined channel and a program.

4